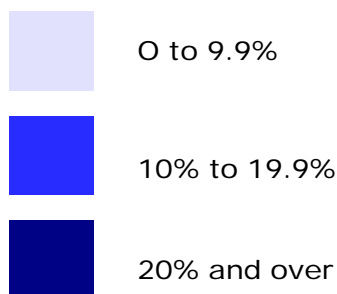
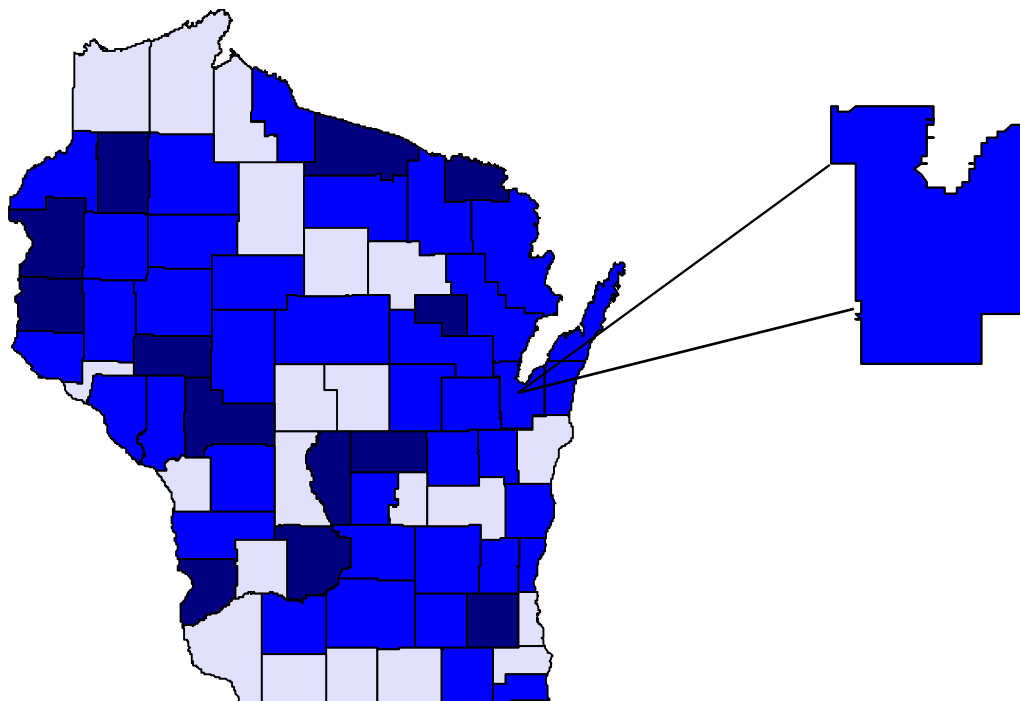


Brown County Workforce Profile

Job Growth 1994 to 1999



Wisconsin Department of Workforce Development
Division of Workforce Solutions
Bureau of Workforce Information
October 2001



State of Wisconsin
Department of Workforce Development

Introduction

The County Workforce Profile has been developed by the Wisconsin Department of Workforce Development's (DWD) Bureau of Workforce Information (BWI) to provide a broad overview of Brown County's labor market. The data included in this fourth year of publication is for 1999 to maintain consistency with the previous publications and to provide the user with a single year of reference in order to draw comparisons and form a picture of related labor force and employment information.

A variety of economic and demographic labor market information have been provided to describe the current labor market conditions in the counties and regions of Wisconsin. That information includes 1999 data on population, labor force, industries, employment, wages and income. The narrative describes how local conditions have changed over one-year and five-year intervals. Although population information is available from the 2000 census, it is not included in this publication since the period of time selected for all data sets is 1999. For more recent releases of information please consult the Wisconsin Department of Workforce Development Labor Market Information website: <http://www.dwd.state.wi.us/lmi>.

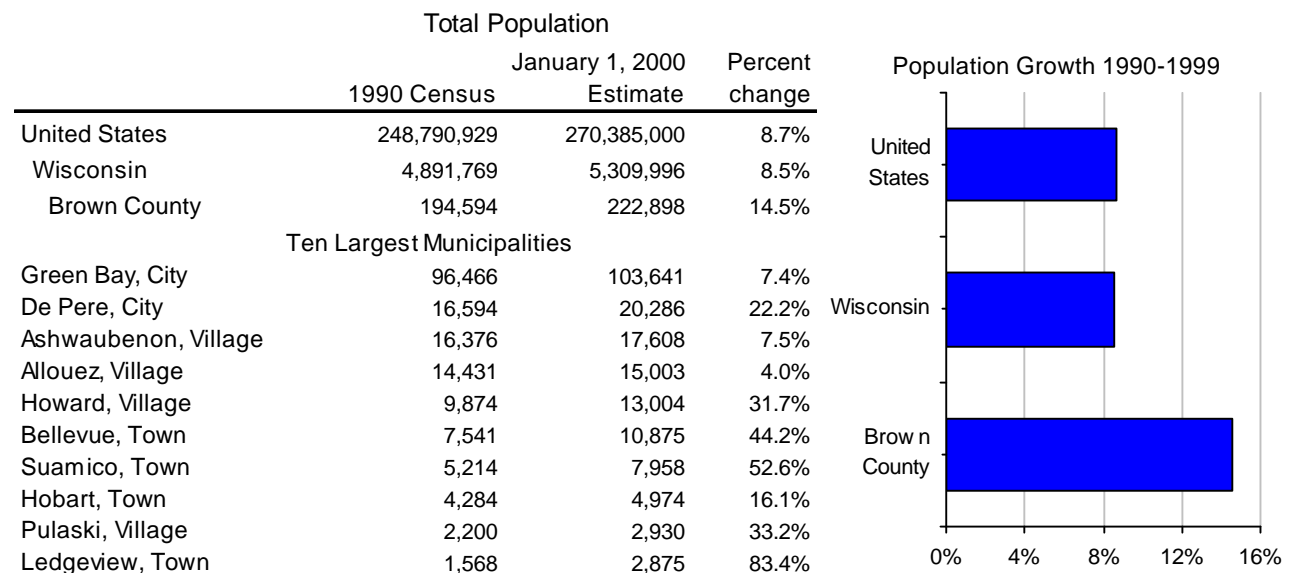
For more detailed information or clarification, please contact your local labor market analyst,
Dick Seidemann, by telephone (920-208-5809) or email (seider@dwd.state.wi.us).

DWD is an equal opportunity service provider. If you need assistance to access services or material in an alternate format, please contact the analyst listed above.

Brown County Population and Civilian Labor Force

The population in Brown County has exceeded the growth rates of both the United States and the State of Wisconsin throughout the decade. Between 1990 and January 2000, it is estimated the population has increased by 14.5 percent. This compares with 8.5 percent for the state and 8.7 percent for the nation. Of the ten largest municipalities in the county, seven had higher growth rates than the county. Three municipalities had lower growth rates of not only of the county, but also for the state and nation. In some instances growth rates may be influenced by boundary changes as well as population growth.

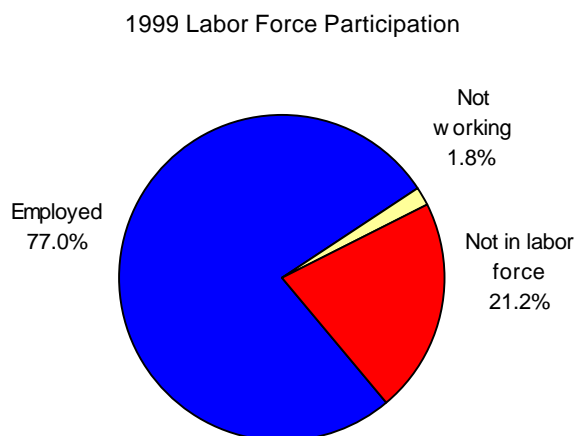
The City of Green Bay had the largest numerical growth in the county, increasing by nearly 7,200, but had a growth rate less than the county average at 7.4 percent. The Town of Ledgeview had the highest rate of growth in the county increasing over 83 percent, and a numerical increase of just over 1,300 during the period.



Source: WI Dept. of Admin., Demographic Services Center, *Official Population Estimates*, January 1, 2000

The number in the labor force is made up of all individuals who are age 16 and over and are either employed or unemployed, but are seeking employment. Since 1990, the labor force in Brown County has increased at nearly double the rate as the population. During the decade, the number in the labor force has increased by over 29,000, a 28 percent increase. Growth in the labor force and the population are both influenced by changes in the composition of the population and also the growth and availability of jobs in the economy. While employment and population may affect labor force size, both may grow at different rates. Brown County is relatively fortunate that the population breakout is relatively even in each age range. Note that the 16 to 24 year group represents only a ten year period, while most of the others are in 15 year increments.

The number of persons of work age is important to a community when it looks at the availability of workers, but just as important is the percent of these individuals that are actually participating in the labor force. The working aged population has increased by 16.5 percent since 1990, a rate just slightly higher than the overall population growth rate.



The term used to describe the relationship between the labor force and population is called the "participation rate". Brown County's participation rate was above both the State of Wisconsin and the United States. Brown County's labor force participation rate is 78.8 percent. The United State's participation rate is 67.1 percent, and the state's is 72.3 percent. Participation rates are affected by the economic conditions and the demographic conditions of an area.

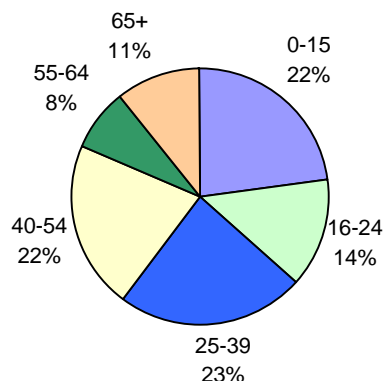
Source: Estimated from WI Dept of Administration population estimates, Jan 2000, US Census Bureau, and Local Area Unemployment Statistics

The growth of over 16,000 workers between age 40 and 54, is the movement of the baby boom generation through the labor force. This will be the generation beginning to retire in the next ten years and be re-

placed by the next group of 25 to 29 year olds. The similarity in number of these groups will provide for a good transition, although job growth will be limited. Of more concern is the smaller group that are currently in the 16 to 24 age bracket. This represents a decline in new available entry level workers in the next decade. On the more positive side, the youngest group is again about the same size as the retiring groups. Basically, the labor force over the next 10 to 15 years will probably remain constant, somewhat of a barrier to growth, except that provided by in migration to the area.

Brown County Labor Force Age Population Distribution

Age Group	Population		Percent change
	1990 Census	1999 Estimate	
0-15	47,500	51,486	8.4%
16-24	26,867	30,461	13.4%
25-39	52,339	51,527	-1.6%
40-54	32,509	48,182	48.2%
55-64	14,382	16,980	18.1%
65+	20,998	24,262	15.5%



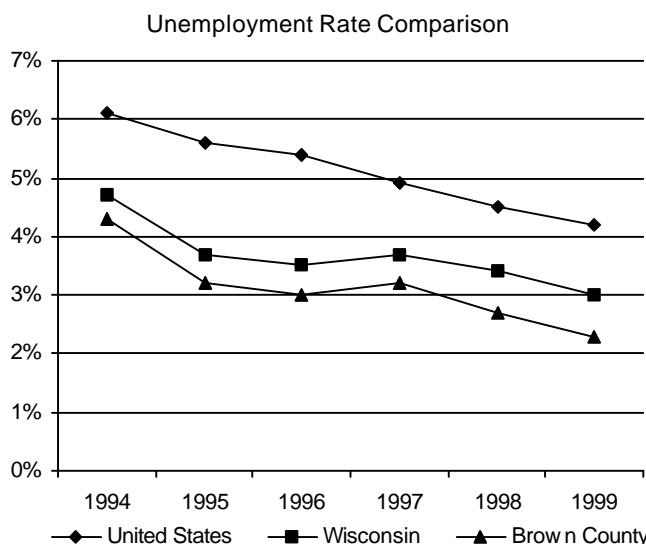
Source: Estimated from WI Dept of Admin, Demographic Services Center, Official Population Projections 1990-2020 and US Census Bureau

Brown County Civilian Labor Force Data

	1994	1995	1996	1997	1998	1999
Labor Force	121,500	125,800	131,200	132,200	132,600	132,800
Employed	116,300	121,700	127,200	128,000	129,000	129,700
Unemployed	5,180	4,030	3,970	4,210	3,610	3,070
Unemployment Rate	4.3%	3.2%	3.0%	3.2%	2.7%	2.3%

Source: WI DWD, Bureau of Workforce Information, Local Area Unemployment Statistics

From 1994 to 1999, total employment in Brown County increased from 121,500 to 132,800. During the same period, nonfarm employment in the county increased from 121,639 to 143,544. It may seem strange that the number of workers from the county was lower than the number of jobs in the county. This often occurs in larger metropolitan areas, such as the Milwaukee Metropolitan Area (MSA) and the Madison MSA. This happens as areas such as Brown County become "job magnets". Due to area demographics, it is more expeditious for businesses to expand in the area, and recruit workers from surrounding areas as well as locally in order to fill their employment needs. Due to the continued pressure on the labor force during this decade, the unemployment rate in Brown County has remained below both the state and national levels.



Source: WIDWD, Bureau of Workforce Information, Local Area Unemployment Statistics

While the unemployment rate during this period of time has been mostly downward, the economy generally does not run that smoothly. The period from 1992 through 1996 was generally one of expansion coming off of an economic downturn in 1991 and 1992. Again there was a slight cooling of the economy in 1996, which was actually more of a period of slower growth than a downturn.

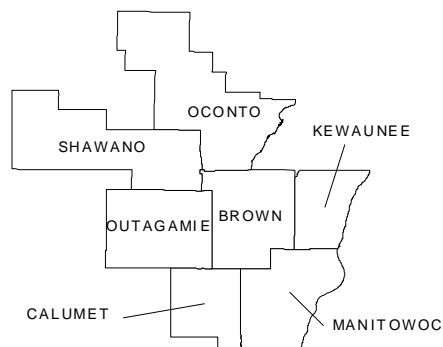
At this time, growth in the economy has slowed significantly in 2001 over the expansion experienced during the late 1990's. Even though growth has slowed, employment levels in 2001 have actually experienced growth in most sectors with the exception of manufacturing which makes up about 22 percent of the employment in Brown County.

Brown County Commuting Patterns

	Commute Into	Commute From	Net Commute
Kewaunee	751	1,899	1,148
Oconto	525	3,115	2,590
Outagamie	1,171	2,989	1,818
Shawano	216	1,656	1,440
Elsewhere	4,522	2,878	-1,644
Total	7,185	12,537	5,352

Work within Brown County 90,848

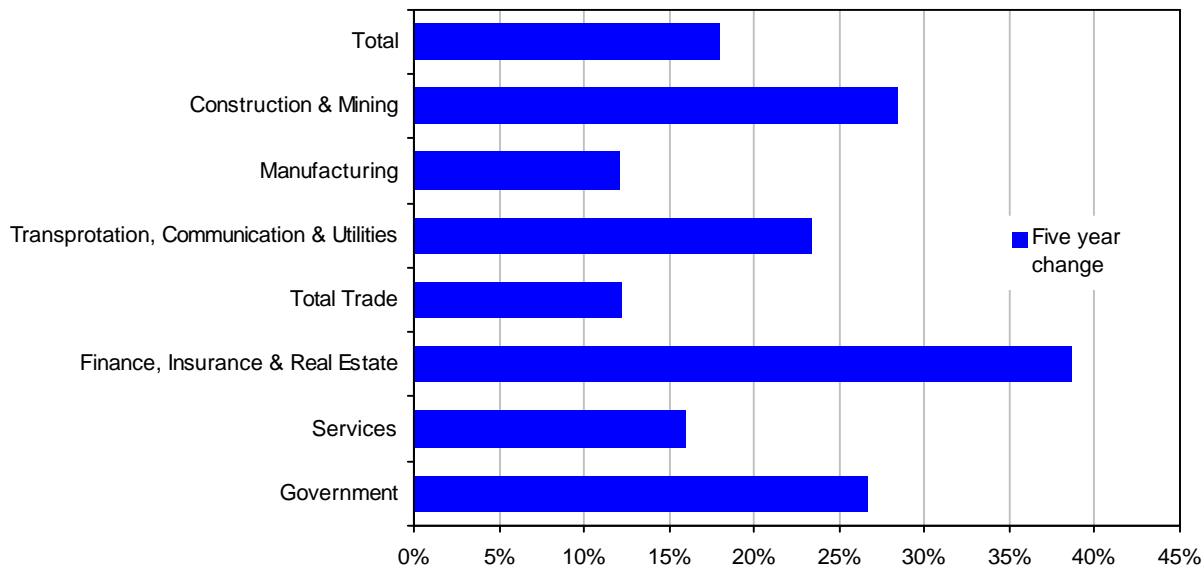
Source: WI DWD, BLMICS. *Wisconsin's Commuting Patterns*, 1994.



Commuting patterns information has not been updated since the 1990 census, and data from the 2000 census probably will not be available until sometime next year. While the source and exchange of workers between Brown County and the surrounding area has not changed, the number of workers most likely has. Other changes that will have affected commuting patterns will be the improvements in highway corridors, such as the new highway 29 going out to Shawano County. New industrial parks have been created and expanded such as the I-43 industrial park on the east side of Green Bay.

Of note would be the expansion of the casino in the last decade which has subsequently created several thousand jobs. This has had a major impact on where people work and commute from. This would include on the Oneida Reservation, as well as several other casinos within commuting distance in surrounding counties.

Brown County Employment Change by Industry 1994 to 1999



	1994	1995	1996	1997	1998	1999	Percent change	
Total	121,639	127,307	130,926	133,783	137,645	143,544	4.3%	18.0%
Goods Producing	32,415	34,024	34,324	34,926	35,968	37,295	3.7%	15.1%
Construction & Mining	5,921	6,287	6,538	6,474	6,755	7,602	12.5%	28.4%
Manufacturing	26,494	27,737	27,786	28,453	29,213	29,693	1.6%	12.1%
Durable	8,464	9,471	9,679	9,862	10,400	10,723	3.1%	26.7%
Nondurable	18,030	18,266	18,108	18,590	18,812	18,970	0.8%	5.2%
Service Producing	89,224	93,284	96,602	98,857	101,677	106,249	4.5%	19.1%
Transportation, Communications & Utilities	8,611	8,977	9,361	9,679	10,114	10,622	5.0%	23.3%
Total Trade	28,927	29,980	30,571	31,180	31,723	32,476	2.4%	12.3%
Wholesale	6,591	6,960	6,977	7,108	7,299	7,355	0.8%	11.6%
Retail	22,336	23,020	23,594	24,072	24,424	25,121	2.9%	12.5%
Finance, Insurance, and Real Estate	7,998	9,233	9,893	9,355	10,069	11,089	10.1%	38.7%
Services & Misc.	30,764	29,943	31,193	32,854	33,727	35,690	5.8%	16.0%
Total Government	12,924	15,152	15,584	15,788	16,044	16,371	2.0%	26.7%

Source: WI DWD, Bureau of Workforce Information, Nonfarm Wage & Salary estimates.

Nonfarm wage and salary employment measures the number of jobs in a county excluding agricultural, military, and self-employed workers. This data measures the number of jobs in the county without consideration of where the job-holder lives or if the job holder has more than one job. This information is referred to as "place of work" data. Brown County has a large number of workers that commute into the county to their jobs. This is one reason why the size of the labor force for the County is nearly 11,000 less than the number of jobs in the county during 1999.

The Industrial parks that have developed along the I-43 and U.S. 41 corridors have helped manufacturing maintain a strong presence in Brown County. Primary growth in manufacturing has been in the durable goods sector. Non durable goods during the last several years has been going through restructuring and consolidation. Fort Howard and James River have merged, pulp costs, and changes in the world economy have been factors in slower growth in the paper products industry which is one of the primary manufacturing sectors in the Green Bay area. Manufacturing makes up 18.6 percent of the employment in the county. This was a drop in the percent of the area's employment from last year when manufacturing accounted for 21.2 percent of NFWS employment.

Brown County's Largest Industries and Employers

Top 10 Industry Groups

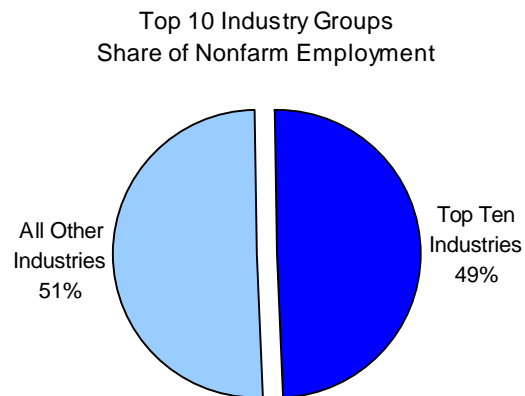
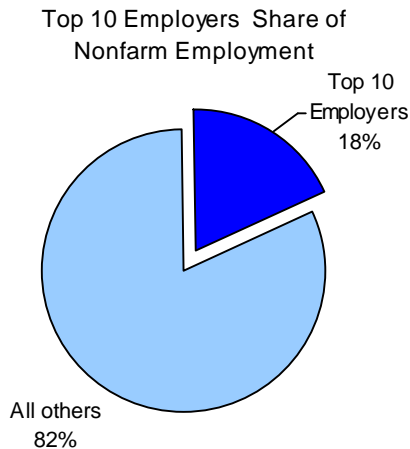
Industry Group	March 2000		Numerical Change	
	Employers	Employment	1 Year	5 Years
Health Services	273	12,172	976	2125
Eating And Drinking Places	367	9,152	173	1665
Educational Services	31	8,358	307	973
Paper And Allied Products	*	*	*	*
Business Services	284	6,356	-481	1261
Trucking And Warehousing	176	6,156	35	822
Food And Kindred Products	40	5,883	-173	298
Special Trade Contractors	469	5,019	296	1006
Wholesale Trade-Durable Goods	359	4,784	104	440
Insurance Carriers	*	*	*	*

*data suppressed to maintain confidentiality

Top 10 Employers

Company	Product or Service	Size
Fort James Operating Co	Paper Manufacturing	1000+
Employers Health Insurance Co	Insurance	1000+
Green Bay Public School District	Public Education	1000+
Wisconsin Public Service Corp	Energy	1000+
Bellin Memorial Hospital	Health Services	1000+
Shopko Stores Inc	Retail Sales (Corp. Hq.)	1000+
Oneida Tribe Of Indians Of Wisconsin	Gaming/Hospitality/Community Services	1000+
Schneider National Inc	Transportation	1000+
Saint Vincent Hospital	Health Services	1000+
American Medical Security Inc	Insurance	1000+

Source: WI DWD, Bureau of Workforce Information Bureau, ES-202 file tape, 1st quarter 1999 and LMI benchmark 2000.



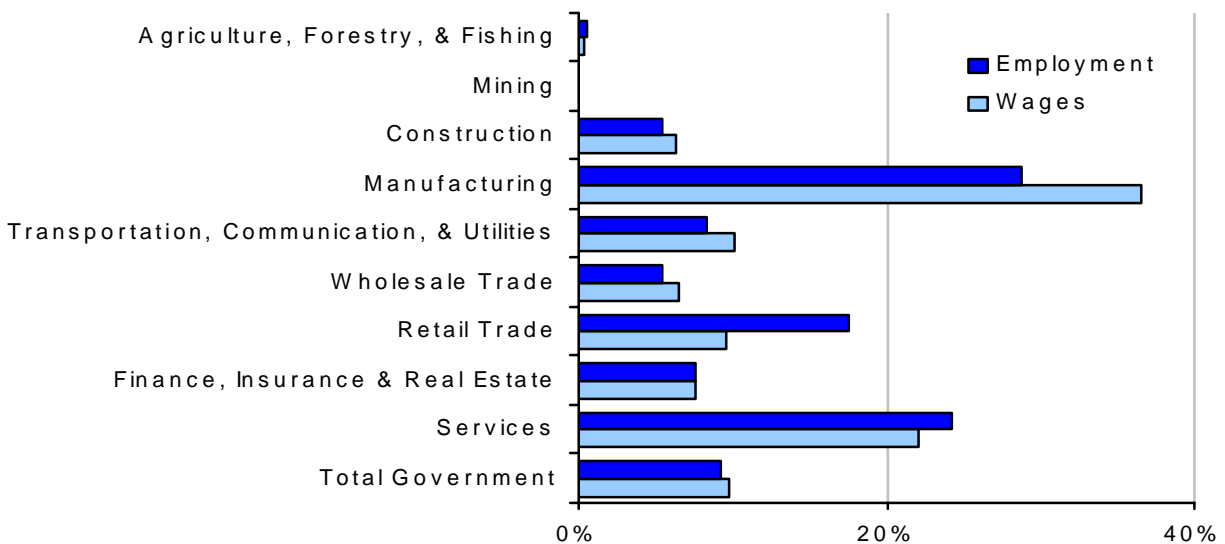
As of the first quarter of 2000, there were 5,706 private employers and 165 government reporting units in Brown County employing 130,732 workers. The ten largest private sector employers provided 18 percent of all the jobs in Brown County. Only one of the largest private employers was in the manufacturing industry. Of note, last year's publication had two manufacturers in the top ten list, however, that included only private employers, this year's list includes both government and private, and subsequently Proctor and Gamble is not on this list due to a different makeup of the list not a decline in size.

Out of the ten largest industry groups in Brown County, health services remains the largest with over 3,000 more workers than the next largest industry. Eight of the ten largest industries are from the service sector, and two are from manufacturing. The two manufacturing industries are paper, and food and kindred products industry. While the ten largest employers in the county make up 18 percent of nonfarm employment and nearly 25,000 workers, the top ten industries comprise 49 percent of the jobs with over 67,000 employees.

Brown County Employment and Wages 1999

	Annual Average Wage	State Average Wage	Percent of State Average	Percent change 1 year	Percent change 5 year	Number of Workers
All Industries	\$30,653	\$29,609	103.5%	2.9%	21.2%	138,683
Agriculture, Forestry, & Fishing	\$19,996	\$21,499	93.0%	2.0%	10.0%	861
Mining	*	\$39,968	*	*	*	*
Construction	\$35,632	\$36,772	96.9%	3.9%	25.5%	7,461
Manufacturing	\$38,819	\$37,773	102.8%	0.7%	18.3%	29,985
Transportation, Communications, & Utilities	\$37,773	\$34,523	109.4%	3.8%	15.2%	11,452
Wholesale Trade	\$36,754	\$38,048	96.6%	4.6%	24.6%	7,437
Retail Trade	\$16,635	\$15,066	110.4%	3.7%	23.5%	24,465
Finance, Insurance, & Real estate	\$30,949	\$37,911	81.6%	2.7%	23.5%	10,557
Services	\$27,992	\$26,041	107.5%	5.7%	26.3%	33,654
Total Government	\$32,865	\$32,017	102.6%	1.9%	14.3%	12,708

Total Employment and Wage Distribution by Industry Division

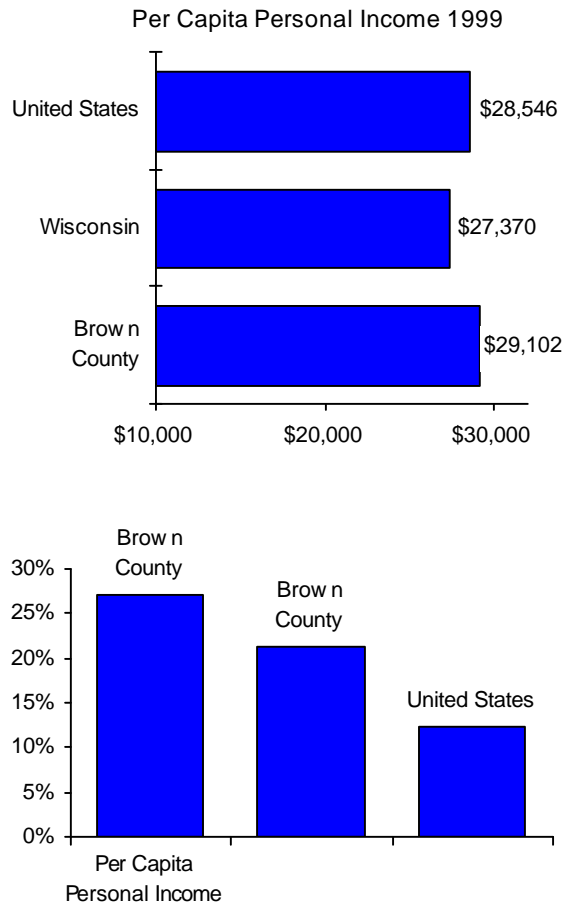


Source: WIDWD, Bureau of Workforce Information, *Employment, Wages and Taxes Due covered by Wisconsin's U.C. Law, Tables 209-211*.

The overall average wage for the area was at 103.5 percent of the state's average annual wage during 1999. This was down from 104.4 percent in 1998. The average annual wage in Brown County is above the state average in six of the ten industry sectors. Wages in the retail sector were at 110 percent of the state average, however this sector had the lowest annual wage of all ten industries. Manufacturing continues to have the highest average wage at \$38,819, which is up slightly from 1998 when it was \$38,558. However this still remains below the \$39,003 it was at in 1997. Wages in the manufacturing sector are 102.8 percent of the state average. Manufacturing wages in Green Bay are influenced by the high wages in the paper industry, which is one of the major employers in the region. The wages in finance, insurance, and real estate compares the least favorably with the state average. Wages in this sector are only 81.6 percent of the state average.

Wages from manufacturing make up the largest percent of the area's wages compared with the other industry sectors. Nearly 30 percent of the area's annual wages come from manufacturing, even though only 18 percent of covered employment is in the manufacturing sector. The higher wages in this sector are due in part to the many large employers in manufacturing, collective bargaining agreements and availability of overtime which is not available in all industries. Retail trade employment represents 17 percent of the employment in the area, yet only accounts for 9.5 percent of the wages paid in the county. The wages in the retail industry represent a significantly smaller proportion of total wages than the number employed, because the industry employs a large number of entry-level workers and over 50 percent of the employment is part-time.

Brown County Wage and Income Data



The per capita personal income (PCPI) includes income from wages and self-employment, assets (dividends, interest, rent), and transfer payments (social security, insurance, welfare) divided by total population. Brown County's per capita income ranked 6th of Wisconsin's 72 counties during 1999. Per capita income can be influenced by the number of wage earners, average family size, and the median age of the residents. This is noticeable when looking at the counties with the highest per capita income, they are all part of a Metropolitan Statistical Area, or located near one.

Per capita income can influence the type of services and housing available within a county as federal and state funding formulas for services is often based partly on the PCPI of an area as well as population, poverty, unemployment. Since 1994, Brown County per capita income has increased by 27.0 percent. The growth rate for the PCPI in Brown County over the last five years was higher than both the national and state averages. However, growth in the last year slowed in Brown County and increased by 3.6 percent, compared with 4.5 percent for the nation and 4.4 percent for the state.

Per Capita Personal Income

	1994	1995	1996	1997	1998	1999	Percent Change	
							1 year	5 year
United States	\$22,581	\$23,562	\$24,651	\$25,874	\$27,321	\$28,546	4.5%	26.4%
Wisconsin	\$21,699	\$22,573	\$23,554	\$24,791	\$26,227	\$27,370	4.4%	26.1%
Brown County	\$22,911	\$23,899	\$25,119	\$26,756	\$28,079	\$29,102	3.6%	27.0%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System.

Selected Occupational Wage Data

	Mean	Median
Cashiers	\$ 14.48	\$ 13.58
Computer Programmers	\$ 9.41	\$ 9.59
Extruding/Forming Mach Oprs	\$ 9.71	\$ 9.45
General Office Clerks	\$ 6.62	\$ 6.24
Hand Packers & Packagers	\$ 8.93	\$ 8.37
Home Health Aides	\$ 24.10	\$ 22.87
Janitors and Cleaners	\$ 8.10	\$ 7.61
Machinist	\$ 7.90	\$ 7.75
Machine feeder/offbearer	\$ 12.08	\$ 11.43
Nurse aide	\$ 7.88	\$ 7.74
Paper Goods Machine Setters	\$ 10.14	\$ 9.98
Printing Press Machine Oprs.	\$ 10.81	\$ 10.13
Registered Nurses	\$ 9.16	\$ 8.22
Salesperson, retail	\$ 14.62	\$ 14.76
Truck Drivers/Heavy or TractorTrailer	\$ 9.76	\$ 9.60

Source: DWD, BWI, 1999 OES wage survey for Green Bay MSA

The wages for the selected occupations in this table were reported by employers in the Green Bay metropolitan statistical area (MSA) who responded to the Occupational Employment Statistics (OES) survey. Employers from all Wisconsin counties participated in the survey but published data was limited to MSAs.

Wages paid for work within a county can impact the type of goods and services which may be purchased. Examining wage structures can be an important part of the hiring process for both job seekers and employers. The mean wage is the sum of all wages divided by the number of wage earners; this is often referred to as an "average". The median wage is the midpoint of all wages; there are exactly the same number of wage earners above and below this wage. If the mean and median are relatively close, the labor market for that particular worker is probably tight or very competitive.